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NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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OCTOBER 1987 COMPARED WITH OCTOBER 1986

OCCUPANCIES CONTINUE TO INCREASE

The October occupancy rate is currently at 69.1 percent, a 4.5 percent increase from last month and 2.8 percent over last year. The South and the Northeast regions are experiencing slight increases. The South increased 7.1 percent to attain a 64.2 occupancy rate and the Northeast climbed 5.5 percent to reach a rate of 88.6 percent. The year-to-date occupancy level through October is 67.8 percent, a 1.4 percent increase over last year's rate.

The average daily room rate for the month of October was $70.17, a $3.23 increase over October of 1986. The Northeast region is continuing its trend of having a substantially higher rate with $113.45. The year-to-date average daily rate has increased 3.7 percent to reach $67.79. The greatest rate increase was seen in the All-Suite segment with an increase of 4.8 percent, showing an average room rate of $78.37.

Total sales year-to-date also increased 6.2 percent, with the highest increase reported in the West with a 10.2 percent change. In addition, F&B sales for the month of October also rose, showing a 2.9 percent increase, with the leader being the Northeast showing an increase of 7.2 percent.

Laventhol & Horwath, the leader in lodging consulting & database development, in a joint effort with Data Resources, the nation's leading consulting firm, is proud to present the new, comprehensive publication dedicated to the lodging industry, *Hotel Industry Insights: Forecast and Analysis of the U.S. Lodging Industry.* The expertise of these two firms, along with proprietary information from F. W. Dodge and other sources, are employed to identify and predict the critical factors shaping the industry in this quarterly publication.

Forecasts of key indicators of the lodging industry, special reports, updates on the impact of new legislation and target marketing are included in this indispensable publication. It contains the only econometric forecast of its kind of the lodging industry, providing easy to read charts as well as raw data, allowing you to make your own management projections. *Hotel Industry Insights* lets the manager become pro-active using the forecasts in long-range planning. *Hotel Industry Insights* will help you manage your company by enhancing your understanding of the industry, making the investment well worth the effort.

		Projections	Actual Last Year
JANUARY	1988	56-58%	57.1%
FEBRUARY	1988	65-67%	67.2%
MARCH	1988	72-74%	75.3%

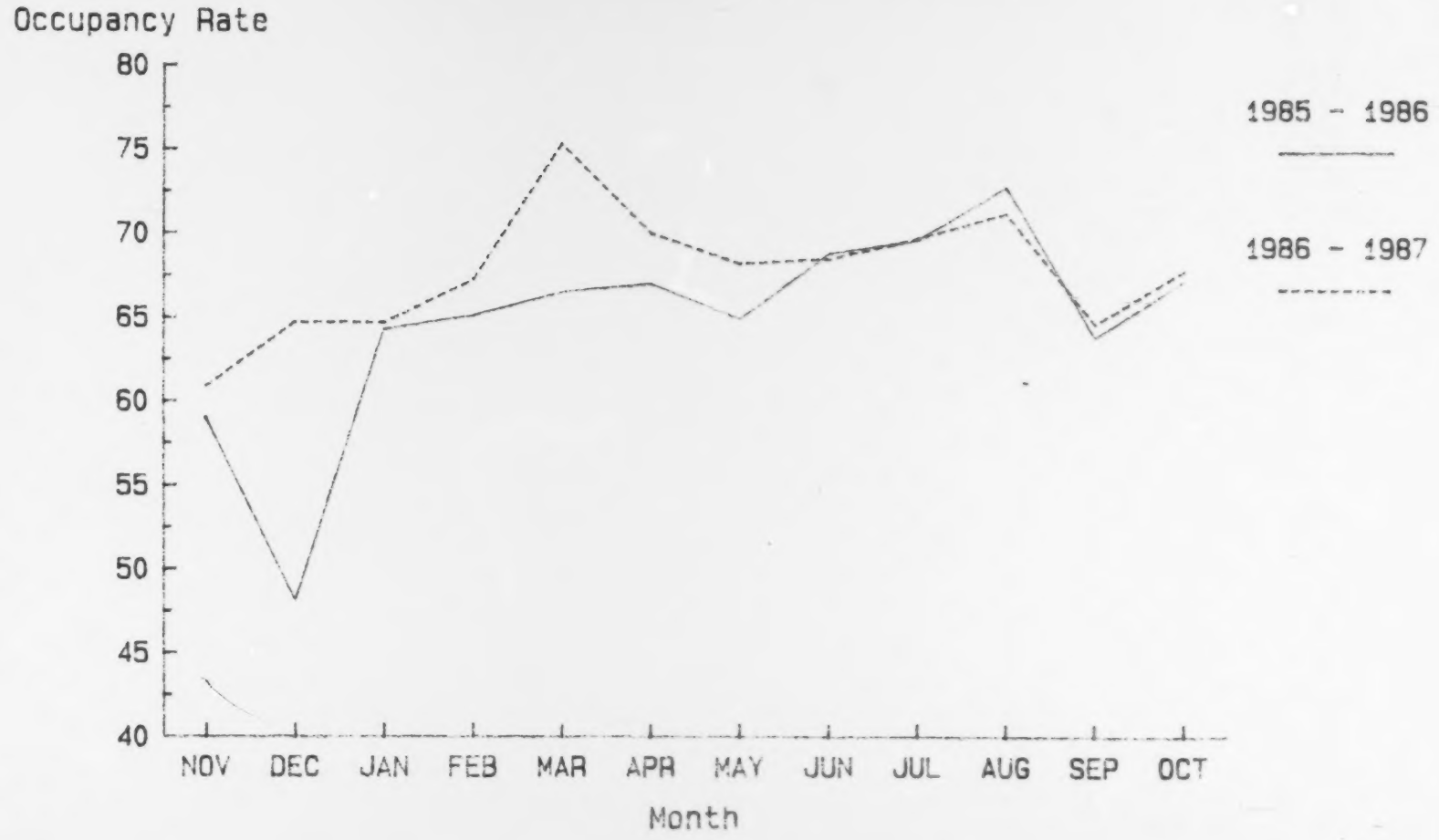
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.9%	-0.9%
AFFILIATION:		
Chain	64.6	-0.3
Independent	65.9	1.8
CENSUS REGION:		
Northeast	74.3	-2.1
North Central	62.1	-2.8
South	63.1	8.7
West	65.9	-0.7
CENSUS DIVISION:		
New England	71.5	-4.5
Middle Atlantic	75.4	-1.9
South Atlantic	68.8	-2.9
East North Central	62.2	-6.1
East South Central	62.8	18.2
West North Central	59.9	-1.8
West South Central	57.0	3.2
Mountain	57.3	-12.2
West	68.8	1.9
LOCATION:		
Center City	65.2	-1.5
Suburban	62.0	4.3
Airport	66.4	2.9
Highway	62.9	2.7
Resort	65.2	-11.2
SIZE:		
Under 150 rooms	61.6	0.6
150 to 299 rooms	61.7	1.6
300 to 600 rooms	64.9	2.8
Over 600 rooms	68.6	-7.2
TYPE:		
Hotel	65.6	-2.5
Motor Hotel	61.7	1.4
Economy	62.5	3.4

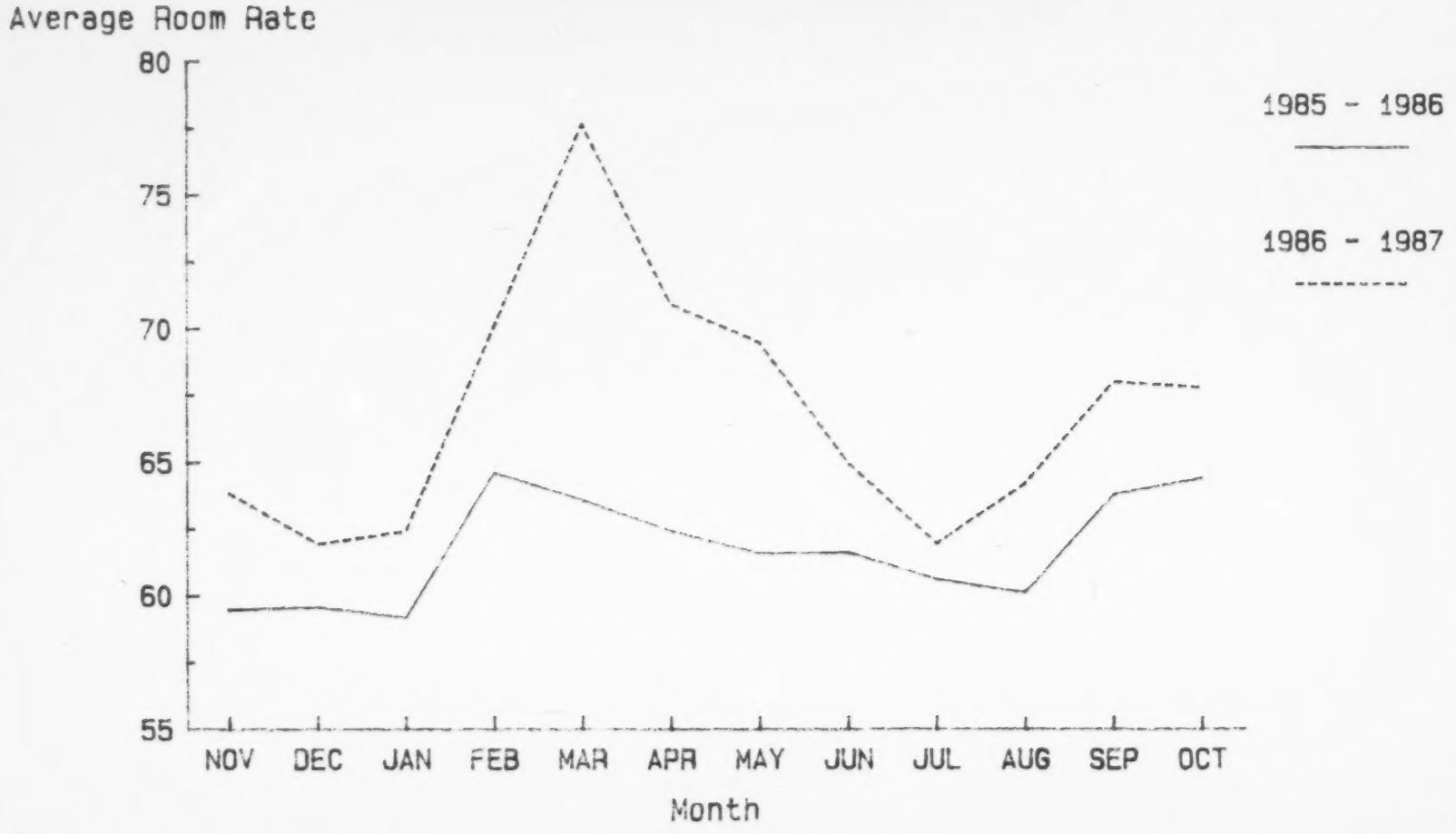
* FROM PREVIOUS MONTH

Mark Lomanno, Director
Nina Savitz, Consultant
Research and Development

NATIONAL OCCUPANCY RATE
NOVEMBER 1985 - OCTOBER 1986
NOVEMBER 1986 - OCTOBER 1987



NATIONAL AVERAGE ROOM RATE
NOVEMBER 1985 - OCTOBER 1986
NOVEMBER 1986 - OCTOBER 1987



ROOMS REPORT - OCTOBER [illegible]7 COMPARED WITH OCTOBER 1986

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986
TOTAL	69.1	67.2	55.7	53.1	$ 70.17	$ 66.94	$ 49.12	$ 47.65	$ 15.77	$ 15.49	19.6	20.3
REGION4:												
Northeast	88.6	86.6	46.9	44.3	$113.45	$102.75	$ 79.02	$ 72.75	$ 21.25	$ 20.73	18.2	19.4
North Central	68.3	67.7	38.5	37.3	54.38	50.83	42.44	39.98	11.19	10.75	17.9	18.5
South	64.2	61.4	66.7	64.6	60.17	58.87	40.78	40.43	13.99	13.93	19.8	20.2
West	68.0	67.7	51.0	47.0	64.12	63.31	44.57	45.44	16.20	15.61	24.7	24.0
REGION 9:												
New England	87.4	88.0	51.6	51.3	$ 92.73	$ 83.03	$ 57.27	$ 52.53	$ 17.60	$ 17.15	18.7	20.4
Middle Atlantic	88.9	86.2	46.0	43.0	120.17	109.23	82.92	76.59	22.41	21.89	18.0	19.2
South Atlantic	66.5	63.2	81.7	79.5	62.32	60.16	39.15	38.36	15.07	14.92	20.8	21.4
East North Central	69.4	69.5	37.6	35.9	56.69	52.90	44.66	41.95	11.41	10.68	17.3	17.6
East South Central	67.6	69.4	*	*	47.34	50.31	*	*	*	*	*	*
West North Central	65.2	62.7	41.2	41.5	47.47	44.34	36.53	34.40	10.64	10.93	19.9	21.6
West South Central	60.7	58.5	42.2	40.3	56.89	56.97	44.22	44.82	11.95	12.05	17.7	17.8
Mountain	61.5	60.9	49.9	46.5	51.14	49.96	36.64	36.96	16.55	16.30	31.3	31.4
Pacific	70.4	70.2	51.3	47.1	68.13	67.54	45.81	47.83	16.03	15.30	22.4	21.6
AFFILIATION:												
Chain	69.1	67.0	53.9	51.3	$ 67.48	$ 64.32	$ 47.96	$ 46.48	$ 14.62	$ 14.43	19.0	19.8
Independent	68.8	68.0	63.4	60.9	82.91	79.02	53.80	52.27	22.30	21.14	22.3	22.3
LOCATION:												
Center City	75.1	71.7	45.4	44.2	$ 94.92	$ 88.68	$ 67.48	$ 63.60	$ 18.93	$ 18.63	18.8	19.8
Suburban	66.3	65.3	46.8	45.2	57.02	55.21	39.12	38.26	12.19	12.32	19.2	20.1
Airport	67.9	66.9	32.0	26.8	55.80	55.04	45.33	47.07	10.73	10.78	19.3	19.4
Highway	64.5	64.0	67.9	60.2	42.72	42.09	27.78	28.82	10.43	10.41	20.2	20.6
Resort	67.0	64.4	92.2	91.1	74.11	71.37	41.41	40.29	17.18	16.29	22.3	22.0
SIZE:												
Under 150 Rooms	63.3	63.5	58.8	55.4	$ 45.83	$ 44.40	$ 31.01	$ 30.60	$ 13.99	$ 13.29	26.0	25.9
150 - 299 Rooms	64.2	63.1	49.7	46.6	57.83	56.93	40.72	41.14	13.35	13.19	21.0	21.0
300 - 600 Rooms	70.6	67.3	51.6	50.0	74.55	71.19	49.62	48.34	14.81	14.79	19.1	19.8
Over 600 Rooms	78.3	75.2	63.1	60.5	95.16	89.22	61.18	57.95	18.83	18.37	18.7	19.5
TYPE:												
Hotel	73.0	70.6	50.9	50.2	$ 86.16	$ 81.80	$ 58.17	$ 55.57	$ 17.59	$ 17.26	19.7	20.4
Motor Hotel	63.4	62.9	55.1	51.6	47.45	45.85	34.00	33.39	9.96	9.83	17.6	18.2
Economy.	63.6	62.6	67.1	67.6	33.04	31.64	23.98	22.55	14.72	12.46	48.7	41.8
All Suites	70.9	62.8	120.7	101.0	71.27	68.24	33.09	34.52	14.36	15.33	19.9	21.7

* Insufficient Responseicient

VARIATION REPORT - OCTOBER 1987 COMPARED WITH OCTOBER 1986

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	7.4	8.2	5.3	7.3	-0.1	8.7	4.0	4.8	2.1	5.1	0.3	1.8	-0.6
REGION 4:													
Northeast	14.4	14.1	16.4	19.0	9.3	9.8	10.7	10.4	13.2	6.7	3.3	2.5	5.8
North Central	8.4	9.1	5.3	7.0	0.5	16.7	6.3	7.0	0.8	11.9	0.9	4.1	-3.1
South	5.1	6.0	2.3	4.9	-4.0	9.6	1.4	2.2	-1.9	5.1	-2.2	0.4	-4.5
West	2.6	4.4	-0.4	-0.1	-1.5	-2.6	-0.4	1.3	-0.1	-2.9	1.9	3.8	3.1
REGION 9:													
New England	12.3	14.2	9.4	12.3	1.9	8.6	9.8	11.7	10.9	6.1	5.1	2.6	8.7
Middle Atlantic	14.9	14.0	18.9	21.4	12.1	10.4	10.9	10.0	14.6	7.0	2.8	2.4	5.3
South Atlantic	7.0	7.8	4.3	5.1	2.2	11.2	2.8	3.6	-0.2	6.7	-1.1	1.0	-2.0
East North Central	7.8	8.0	5.9	7.7	0.9	13.5	7.0	7.2	2.8	10.8	3.7	6.8	1.1
East South Central	-7.2	-8.3	*	*	*	*	-4.7	-5.9	*	*	*	*	*
West North Central	10.8	13.4	3.5	4.8	-0.9	37.5	4.7	7.1	-6.0	26.3	-3.8	-2.7	-13.4
West South Central	1.8	3.0	-1.5	4.7	-15.4	5.5	-1.3	-0.1	-5.5	0.8	-1.6	-0.8	-2.3
Mountain	1.8	3.4	-1.9	-0.6	-5.1	5.9	0.8	2.4	-3.8	2.7	-1.4	1.5	-1.1
Pacific	2.8	4.6	-	-	-0.3	-5.0	-0.9	0.9	1.0	-4.2	3.4	4.8	5.4
AFFILIATION:													
Chain	8.3	8.9	6.5	7.9	2.9	10.3	4.4	4.9	2.6	5.8	-1.0	1.3	-2.9
Independent	4.5	5.9	1.9	5.6	-7.6	4.9	3.5	4.9	2.3	6.4	6.6	5.5	8.9
LOCATION:													
Center City	10.9	11.4	10.0	11.2	6.5	9.5	6.5	7.0	5.1	5.0	-0.3	1.6	-2.1
Suburban	6.7	8.5	2.0	4.2	-4.3	5.6	1.6	3.3	0.1	0.8	-2.6	-1.1	-2.6
Airport	2.5	3.3	-	2.2	-5.5	5.2	0.6	1.4	-2.7	2.7	-1.7	-0.5	-4.1
Highway	2.2	3.8	-3.9	6.3	-25.4	14.1	-	1.5	-5.6	11.2	1.3	0.2	1.4
Resort	5.4	5.9	3.9	4.0	3.5	8.1	3.3	3.8	2.0	6.3	3.5	5.5	4.1
SIZE:													
Under 150 Rooms	4.0	3.9	2.6	4.2	-1.8	11.1	3.4	3.2	4.2	13.8	5.2	5.3	4.9
150 - 299 Rooms	3.3	4.0	2.9	4.5	-1.4	-3.6	0.9	1.6	1.2	-5.4	-3.2	1.2	-7.9
300 - 600 Rooms	7.8	10.0	2.3	5.9	-7.4	13.3	2.7	4.7	-2.3	7.6	-0.4	0.1	-0.8
Over 600 Rooms	10.7	11.1	10.3	11.1	8.2	9.6	6.4	6.7	6.5	5.0	1.1	2.5	2.9
TYPE:													
Hotel	7.4	8.0	5.8	6.7	3.4	9.6	4.8	5.3	3.3	6.4	0.3	1.9	-0.8
Motor Hotel	5.0	6.4	2.1	9.5	-14.6	0.4	2.2	3.5	-1.1	-0.9	2.0	1.3	2.1
Economy	8.8	8.3	*	*	*	56.1	4.9	4.4	*	42.3	13.7	18.1	*
All Suites	17.6	19.9	9.1	12.9	0.2	15.0	2.5	4.4	-9.4	-4.8	-10.5	-6.3	-9.7

* Insufficient Response
\- No Change

TREND REPORT OCTOBER 1987 COMPARED WITH OCTOBER 1986

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	7.4	8.2	5.3	8.7	69.1	2.8	55.7	4.9	$ 70.17	4.8	$107.39	4.0
REGION 4:												
Northeast	14.4	14.1	16.4	9.8	88.6	2.3	46.9	5.9	$113.45	10.4	$165.44	10.7
North Central	8.4	9.1	5.3	16.7	68.3	0.9	38.5	3.2	54.38	7.0	89.07	6.3
South	5.1	6.0	2.3	9.6	64.2	4.6	66.7	3.3	60.17	2.2	94.51	1.4
West	2.6	4.4	-0.4	-2.6	68.0	0.4	51.0	8.5	64.12	1.3	96.46	-0.4
REGION 9:												
New England	12.3	14.2	9.4	8.6	87.4	-0.7	51.6	0.6	$ 92.73	11.7	$147.98	9.8
Middle Atlantic	14.9	14.0	18.9	10.4	88.9	3.1	46.0	7.0	120.17	10.0	171.11	10.9
South Atlantic	7.0	7.8	4.3	11.2	66.5	5.2	81.7	2.8	62.32	3.6	100.71	2.8
East North Central	7.8	8.0	5.9	13.5	69.4	-0.1	37.6	4.7	56.69	7.2	92.60	7.0
East South Central	-7.2	-8.3	*	*	67.6	-2.6	*	*	47.34	-5.9	63.99	-4.7
West North Central	10.8	13.4	3.5	37.5	65.2	4.0	41.2	-0.7	47.47	7.1	78.55	4.7
West South Central	1.8	3.0	-1.5	5.5	60.7	3.8	42.2	4.7	56.89	-0.1	84.91	-1.3
Mountain	1.8	3.4	-1.9	5.9	61.5	1.0	49.9	7.3	51.14	2.4	79.76	0.8
Pacific	2.8	4.6	-	-5.0	70.4	0.3	51.3	8.9	68.13	0.9	101.61	-0.9
AFFILIATION:												
Chain	8.3	8.9	6.5	10.3	69.1	3.1	53.9	5.1	$ 67.48	4.9	$100.64	4.4
Independent	4.5	5.9	1.9	4.9	68.8	1.2	63.4	4.1	82.91	4.9	139.37	3.5
LOCATION:												
Center City	10.9	11.4	10.0	9.5	75.1	4.7	45.4	2.7	$ 94.92	7.0	$145.21	6.5
Suburban	6.7	8.5	2.0	5.6	66.3	1.5	46.8	3.5	57.02	3.3	80.05	1.6
Airport	2.5	3.3	-	5.2	67.9	1.5	32.0	19.4	55.80	1.4	82.06	0.6
Highway	2.2	3.8	-3.9	14.1	64.5	0.8	67.9	12.8	42.72	1.5	58.02	-
Resort	5.4	5.9	3.9	8.1	67.0	4.0	92.2	1.2	74.11	3.8	131.59	3.3
SIZE:												
Under 150 Rooms	4.0	3.9	2.6	11.1	63.3	-0.3	58.8	6.1	$ 45.83	3.2	$ 60.11	3.4
150 - 299 Rooms	3.3	4.0	2.9	-3.6	64.2	1.7	49.7	6.7	57.83	1.6	87.84	0.9
300 - 600 Rooms	7.8	10.0	2.3	13.3	70.6	4.9	51.6	3.2	74.55	4.7	119.25	2.7
Over 600 Rooms	10.7	11.1	10.3	9.6	78.3	4.1	63.1	4.3	95.16	6.7	147.85	6.4
TYPE:												
Hotel	7.4	8.0	5.8	9.6	73.0	3.4	50.9	1.4	$ 86.16	5.3	$138.62	4.8
Motor Hotel	5.0	6.4	2.1	0.4	63.4	0.8	55.1	6.8	47.45	3.5	66.17	2.2
Economy	9.8	8.3	*	56.1	63.6	1.6	67.1	-0.7	33.04	4.4	33.67	4.9
All Suites	17.6	19.9	9.1	15.0	70.9	12.9	120.7	19.5	71.27	4.4	92.49	2.5

* Insufficient Response
\- No Change

FOOD AND BEVERAGE REPORT - OCTOBER 1987 COMPARED WITH OCTOBER 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	% CHG
TOTAL	$42.22	$41.35	$11.50	$10.93	0.30	0.32	0.21	0.22	43.8	45.3	$ 6.98	$ 6.94	1.4
REGION 4:													
Northeast	$50.95	$44.99	$15.33	$13.58	0.27	0.28	0.20	0.21	44.6	47.6	$ 9.30	$ 8.91	4.5
North Central	38.42	38.13	7.95	8.04	0.31	0.32	0.21	0.22	38.1	39.3	4.30	4.53	5.6
South	37.93	38.66	11.28	10.93	0.31	0.33	0.22	0.22	43.4	45.3	6.88	7.07	2.1
West	46.09	46.15	11.21	10.69	0.32	0.33	0.21	0.22	47.9	46.3	6.86	6.27	-5.6
REGION 9:													
New England	$65.90	$59.44	$14.77	$12.73	0.29	0.31	0.22	0.23	40.7	41.6	$ 7.72	$ 7.09	-1.2
Middle Atlantic	47.32	41.29	15.56	13.96	0.26	0.27	0.19	0.20	46.0	49.8	9.97	9.74	7.0
South Atlantic	41.43	41.51	12.16	11.73	0.32	0.33	0.22	0.22	43.1	44.0	7.29	7.28	1.4
East North Central	37.41	36.40	7.32	7.39	0.32	0.33	0.22	0.22	37.3	37.9	4.00	4.08	4.9
East South Central	*	*	*	*	*	*	*	*	*	*	*	*	*
West North Central	41.98	44.64	9.53	9.70	0.30	0.30	0.21	0.21	40.1	43.1	4.95	5.52	7.3
West South Central	32.30	34.19	9.75	9.56	0.31	0.32	0.22	0.22	44.3	44.6	6.12	6.12	3.8
Mountain	40.82	42.45	7.75	6.99	0.36	0.43	0.19	0.21	49.6	48.8	4.59	4.31	-11.8
Pacific	47.67	47.22	11.97	11.56	0.31	0.31	0.21	0.22	47.2	45.3	7.73	7.04	-4.1
AFFILIATION:													
Chain	$37.59	$36.64	$10.61	$10.13	0.30	0.31	0.21	0.22	43.0	45.5	$ 6.36	$ 6.48	2.2
Independent	65.35	63.91	14.65	13.67	0.31	0.32	0.21	0.22	46.1	44.9	9.32	8.60	-1.1
LOCATION:													
Center City	$46.88	$44.60	$13.73	$12.86	0.28	0.29	0.21	0.21	45.2	48.4	$ 8.74	$ 8.78	2.2
Suburban	32.41	32.39	8.07	7.89	0.33	0.34	0.26	0.26	44.9	46.2	4.63	4.82	4.7
Airport	31.95	32.85	9.17	8.82	0.31	0.32	0.21	0.22	41.6	42.1	5.22	5.19	-1.2
Highway	30.39	32.18	8.55	8.10	0.34	0.34	0.24	0.24	35.3	35.7	3.86	3.75	-0.5
Resort	52.99	51.96	12.56	12.13	0.32	0.34	0.20	0.21	43.4	42.6	7.44	7.15	0.7
SIZE:													
Under 150 Rooms	$41.39	$39.71	$ 8.68	$ 8.28	0.37	0.36	0.25	0.25	45.1	45.2	$ 4.96	$ 4.96	-0.2
150 - 299 Rooms	36.44	36.02	9.42	9.13	0.32	0.33	0.23	0.24	42.8	47.1	5.61	6.16	1.1
300 - 600 Rooms	41.29	42.28	11.87	11.28	0.30	0.31	0.22	0.23	44.3	44.1	7.13	6.93	1.9
Over 600 Rooms	47.99	45.08	13.82	12.97	0.29	0.30	0.19	0.19	43.7	45.5	8.53	8.16	1.5
TYPE:													
Hotel	$47.36	$45.83	$12.52	$11.87	0.30	0.31	0.21	0.21	44.7	46.5	$ 7.81	$ 7.69	0.1
Motor Hotel	27.53	27.85	7.93	7.34	0.33	0.34	0.23	0.24	37.7	38.4	3.95	3.92	3.9
Economy	*	*	*	*	*	*	*	*	*	*	*	*	*
All Suites	39.85	43.99	12.39	13.49	0.33	0.36	0.24	0.27	46.3	46.7	7.90	9.17	23.8

* Insufficient Response

YEAR TO DATE ROOMS REPORT - AS OF OCTOBER 1987

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986
TOTAL	67.8	66.4	62.0	60.0	$ 67.79	$ 65.40	$ 45.41	$ 44.36	$ 15.01	$ 14.73	20.1	20.5
REGION 4:												
Northeast	76.7	75.2	46.2	43.0	$103.78	$ 98.35	$ 73.00	$ 70.61	$ 22.33	$ 21.32	21.0	21.1
North Central	64.0	63.8	42.1	41.6	54.01	51.64	40.15	38.54	11.53	11.38	19.3	19.9
South	65.4	63.8	78.2	76.1	62.03	60.47	38.31	37.89	13.40	13.39	19.2	19.7
West	70.5	69.0	54.4	52.2	65.62	63.32	45.70	44.55	14.22	13.89	21.5	21.9
REGION 9:												
New England	72.8	71.8	46.0	43.2	$ 83.18	$ 78.24	$ 57.72	$ 55.53	$ 17.64	$ 16.45	20.9	20.8
Middle Atlantic	77.7	76.1	46.2	43.0	108.74	103.16	75.41	73.00	23.39	22.40	21.0	21.2
South Atlantic	70.5	68.0	91.5	89.7	66.20	63.69	37.35	36.28	13.93	13.84	19.0	19.7
East North Central	65.3	65.1	39.7	38.6	56.19	52.84	43.00	40.60	12.04	11.72	19.1	19.9
East South Central	57.6	60.4	37.5	45.9	47.27	45.19	39.96	34.52	9.29	8.94	18.8	18.9
West North Central	61.6	61.6	46.8	47.1	49.78	49.35	35.08	34.93	10.67	10.82	19.6	20.0
West South Central	56.6	56.5	46.1	43.3	53.62	54.49	41.38	43.20	12.33	12.58	19.9	19.8
Mountain	61.3	62.5	46.6	46.4	49.12	47.72	36.39	35.75	12.43	12.47	23.7	24.2
Pacific	73.4	71.2	56.2	53.6	70.00	67.98	47.67	46.58	14.94	14.47	20.9	21.2
AFFILIATION:												
Chain	68.1	66.7	59.8	57.4	$ 65.62	$ 63.44	$ 44.64	$ 43.77	$ 14.23	$ 14.00	19.7	20.1
Independent	66.5	65.3	72.0	71.4	78.65	75.14	48.65	46.78	19.68	19.08	22.1	22.2
LOCATION:												
Center City	67.5	65.6	49.1	46.9	$ 84.17	$ 81.24	$ 59.44	$ 58.19	$ 18.44	$ 18.10	20.9	21.2
Suburban	64.6	64.1	51.0	49.7	56.76	55.28	38.40	37.60	11.78	11.75	19.6	20.1
Airport	70.2	68.7	35.0	32.5	56.59	55.32	43.89	43.95	11.67	11.47	19.9	20.1
Highway	66.6	66.5	78.6	74.5	43.05	42.04	25.95	26.06	9.40	9.06	20.0	20.1
Resort	71.2	68.8	104.4	103.9	81.07	76.59	42.35	40.13	15.84	15.49	18.6	19.2
SIZE:												
Under 150 Rooms	65.6	65.8	65.7	63.7	$ 46.99	$ 45.23	$ 31.05	$ 30.22	$ 12.41	$ 11.99	23.6	23.8
150 - 299 Rooms	65.3	64.0	56.3	54.3	57.43	56.10	39.04	37.67	12.46	12.27	20.3	20.4
300 - 600 Rooms	67.3	65.0	62.3	60.1	73.72	71.02	46.67	45.56	14.18	14.27	19.0	19.9
Over 600 Rooms	74.1	72.4	65.5	63.4	91.29	87.57	56.98	55.25	19.14	18.46	20.2	20.4
TYPE:												
Hotel	68.8	66.8	55.2	53.8	$ 80.90	$ 78.24	$ 53.64	$ 52.25	$ 16.85	$ 16.58	20.4	20.7
Motor Hotel	65.5	65.6	66.1	63.2	47.62	46.58	30.96	30.64	9.97	9.74	18.6	18.9
Economy	67.6	67.6	78.7	78.4	33.77	32.49	22.19	21.03	10.23	9.76	29.4	28.8
All Suites	71.7	67.1	121.7	118.6	78.37	74.77	37.83	36.82	15.93	16.09	18.7	19.8

YEAR TO DATE VARIATION REPORT - AS OF OCTOBER 1987

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	6.2	7.3	2.9	4.1	-0.5	8.4	2.6	3.7	0.1	5.7	0.6	1.9	-1.0
REGION 4:													
Northeast	7.6	7.7	7.2	8.9	3.0	7.8	5.4	5.5	5.1	5.6	3.1	4.7	4.1
North Central	4.1	5.7	0.6	1.6	-2.3	6.2	3.0	4.6	-0.8	4.3	0.9	1.3	-0.9
South	4.0	5.0	0.4	1.7	-3.1	9.1	1.6	2.6	-2.4	6.4	-1.2	0.1	-3.7
West	10.2	12.0	5.5	6.2	3.6	8.5	1.9	3.6	1.5	4.9	1.3	2.4	-0.3
REGION 9:													
New England	7.3	8.9	4.3	5.7	0.8	8.0	4.8	6.3	2.1	5.2	4.6	7.2	3.1
Middle Atlantic	7.7	7.5	8.1	9.8	3.6	7.7	5.6	5.4	5.9	5.6	2.9	4.4	4.4
South Atlantic	6.4	7.7	2.3	3.2	-0.2	11.6	2.7	3.9	-1.3	8.2	-1.1	0.7	-2.3
East North Central	5.9	8.2	3.1	4.0	0.5	5.9	4.6	6.3	0.5	3.3	2.2	2.7	1.6
East South Central	-0.2	-0.3	1.3	3.5	-5.7	-5.3	4.8	4.6	5.8	-1.5	-3.2	3.9	-15.2
West North Central	-0.6	0.8	-4.1	-2.8	-7.8	7.0	-0.5	0.9	-3.5	6.6	-1.1	-1.4	-5.2
West South Central	-2.2	-1.3	-4.6	-2.3	-10.6	-0.3	-2.5	-1.6	-6.2	-1.8	-1.7	-2.0	-7.3
Mountain	2.5	1.4	3.2	4.9	-1.1	12.4	4.1	2.9	3.6	10.9	-0.3	-0.3	-0.8
Pacific	11.8	14.3	6.0	6.5	4.7	7.6	0.8	3.0	0.9	3.0	1.7	3.2	-0.3
AFFILIATION:													
Chain	6.0	7.2	2.5	3.9	-1.3	7.8	2.3	3.4	-0.3	5.1	0.4	1.6	-1.2
Independent	6.9	7.9	4.1	4.6	2.4	9.9	3.7	4.7	1.4	8.2	1.5	3.1	0.7
LOCATION:													
Center City	5.6	6.4	3.3	4.6	-0.1	6.8	2.9	3.6	0.4	4.1	1.6	1.9	-0.8
Suburban	6.2	7.9	1.0	3.1	-4.2	9.6	1.0	2.7	-1.3	6.3	-0.7	0.3	-2.5
Airport	6.4	8.8	0.3	2.3	-4.9	9.8	0.1	2.3	-2.9	7.4	-4.6	1.7	-4.5
Highway	2.6	3.3	-0.1	2.9	-8.3	1.8	1.6	2.4	-1.2	1.2	1.7	3.8	-0.6
Resort	8.7	10.2	5.1	5.0	5.4	11.1	4.3	5.8	1.6	7.5	1.0	2.3	1.2
SIZE:													
Under 150 Rooms	5.0	5.6	1.3	1.9	-0.7	8.5	3.3	3.9	2.1	7.7	-3.8	3.5	0.6
150 - 299 Rooms	4.6	6.4	0.5	1.8	-2.9	2.5	0.6	2.4	-1.7	0.6	-1.4	1.5	-3.9
300 - 600 Rooms	7.9	9.1	4.3	5.6	0.5	12.6	2.6	3.8	0.1	8.6	0.1	-0.6	-2.1
Over 600 Rooms	6.1	7.0	3.6	4.6	0.7	7.9	3.3	4.2	0.9	5.4	2.8	3.7	1.8
TYPE:													
Hotel	6.3	7.4	3.2	4.3	0.3	9.6	2.3	3.4	0.1	6.6	0.5	1.6	-1.1
Motor Hotel	3.4	4.4	0.8	2.9	-4.7	-	1.7	2.7	-0.5	-0.6	0.9	2.4	0.3
Economy	6.6	6.3	8.6	11.0	6.2	12.4	4.2	3.9	7.3	9.7	3.5	4.8	7.1
All Suites	15.0	17.9	4.5	5.9	1.5	13.3	2.2	4.8	-2.9	4.3	-4.7	-1.0	-6.5

- No Change

YEAR TO DATE TREND REPORT - AS OF OCTOBER 1987

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	6.2	7.3	2.9	8.4	67.8	2.1	62.0	3.3	$ 67.79	3.7	$102.03	2.6
REGION 4:												
Northeast	7.6	7.7	7.2	7.8	76.7	2.0	46.2	7.4	$103.78	5.5	$151.39	5.4
North Central	4.1	5.7	0.6	6.2	64.0	0.3	42.1	1.2	54.01	4.6	85.52	3.0
South	4.0	5.0	0.4	9.1	65.4	2.5	78.2	2.8	62.03	2.6	94.76	1.6
West	10.2	12.0	5.5	8.5	70.5	2.2	54.4	4.2	65.62	3.6	96.52	1.9
REGION 9:												
New England	7.3	8.9	4.3	8.0	72.8	1.4	46.0	6.5	$ 83.18	6.3	$135.17	4.8
Middle Atlantic	7.7	7.5	8.1	7.7	77.7	2.1	46.2	7.4	108.74	5.4	155.29	5.6
South Atlantic	6.4	7.7	2.3	11.6	70.5	3.7	91.5	2.0	66.20	3.9	102.47	2.7
East North Central	6.5	8.2	3.1	5.9	65.3	0.3	39.7	2.8	56.19	6.3	88.51	4.6
East South Central	-0.2	-0.3	1.3	-5.3	57.6	-4.6	37.5	-18.3	47.27	4.6	64.96	4.8
West North Central	-0.6	0.8	-4.1	7.0	61.6	-	46.8	-0.6	49.78	0.9	79.74	-0.5
West South Central	-2.2	-1.3	-4.6	-0.3	56.6	0.2	46.1	6.5	53.62	-1.6	79.38	-2.5
Mountain	2.5	1.4	3.2	12.4	61.3	-1.9	46.6	0.4	49.12	2.9	75.40	4.1
Pacific	11.8	14.3	6.0	7.6	73.4	3.1	56.2	4.9	70.00	3.0	102.12	0.8
AFFILIATION:												
Chain	6.0	7.2	2.5	7.8	68.1	2.1	59.8	4.2	$ 65.62	3.4	$ 96.28	2.3
Independent	6.9	7.9	4.1	9.9	66.5	1.8	72.0	0.8	78.65	4.7	130.82	3.7
LOCATION:												
Center City	5.6	6.4	3.3	6.8	67.5	2.9	49.1	4.7	$ 84.17	3.6	$127.76	2.9
Suburban	6.2	7.9	1.0	9.6	64.6	0.8	51.0	2.6	56.76	2.7	80.88	1.0
Airport	6.4	8.8	0.3	9.8	70.2	2.2	35.0	7.7	56.59	2.3	83.57	0.1
Highway	2.6	3.3	-0.1	1.8	66.6	0.2	78.6	5.5	43.05	2.4	56.72	1.6
Resort	8.7	10.2	5.1	11.1	71.2	3.5	104.4	0.5	81.07	5.8	133.87	4.3
SIZE:												
Under 150 Rooms	5.0	5.6	1.3	8.5	65.6	-0.3	65.7	3.1	$ 46.99	3.9	$ 59.67	3.3
150 - 299 Rooms	4.6	6.4	0.5	2.5	65.3	2.0	56.3	3.7	57.43	2.4	85.14	0.6
300 - 600 Rooms	7.9	9.1	4.3	12.6	67.3	3.5	62.3	3.7	73.72	3.8	117.33	2.6
Over 600 Rooms	6.1	7.0	3.6	7.9	74.1	2.3	65.5	3.3	91.29	4.2	140.74	3.3
TYPE:												
Hotel	6.3	7.4	3.2	9.6	68.8	3.0	55.2	2.6	$ 80.90	3.4	$128.65	2.3
Motor Hotel	3.4	4.4	0.8	-	65.5	-0.2	66.1	4.6	47.82	2.7	64.51	1.7
Economy	6.6	6.3	8.6	12.4	67.6	-	78.7	0.4	33.77	3.9	34.86	4.2
All Suites	15.0	17.9	4.5	13.3	71.7	6.9	121.7	2.6	78.37	4.8	104.33	2.2

- No Change

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF OCTOBER 1987

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	% CHG
TOTAL	$38.14	$38.09	$10.80	$10.35	0.32	0.32	0.22	0.22	47.5	48.0	$ 7.10	$ 6.97	-
REGION 4:													
Northeast	$43.27	$41.18	$14.45	$13.49	0.29	0.29	0.20	0.20	52.6	53.2	$ 10.48	$ 10.05	1.6
North Central	35.06	35.36	8.49	8.33	0.33	0.33	0.23	0.23	44.2	44.2	5.08	5.09	-0.6
South	35.46	36.32	10.31	9.96	0.33	0.33	0.22	0.22	45.8	46.6	6.67	6.64	-1.1
West	42.02	41.41	10.69	10.25	0.33	0.33	0.22	0.22	48.1	48.9	6.61	6.46	1.3
REGION 9:													
New England	$53.41	$52.32	$12.33	$11.85	0.32	0.33	0.22	0.23	46.9	46.3	$ 7.83	$ 7.67	0.3
Middle Atlantic	41.00	38.70	15.13	14.01	0.28	0.28	0.20	0.20	54.3	55.2	11.33	10.80	1.1
South Atlantic	37.72	38.20	10.91	10.38	0.33	0.33	0.22	0.23	45.0	45.6	6.90	6.69	-1.6
East North Central	35.59	35.40	8.32	8.07	0.33	0.34	0.24	0.24	44.4	44.0	5.10	5.02	0.8
East South Central	17.36	16.41	7.0	6.61	0.36	0.36	0.25	0.25	45.6	56.3	4.28	5.29	-0.
West North Central	34.05	35.28	8.77	8.75	0.32	0.31	0.21	0.21	44.0	44.7	5.04	5.19	-3.
West South Central	31.32	33.40	9.12	9.16	0.32	0.33	0.21	0.22	48.3	49.1	6.24	6.59	-0.1
Mountain	36.09	34.85	8.63	8.28	0.37	0.37	0.21	0.22	46.0	48.0	5.14	5.30	-2.6
Pacific	43.54	43.17	11.11	10.66	0.32	0.32	0.22	0.22	48.9	49.2	7.12	6.85	2.1
AFFILIATION:													
Chain	$33.92	$34.02	$10.32	$ 9.92	0.32	0.32	0.21	0.22	47.7	48.3	$ 6.87	$ 6.78	0.6
Independent	60.93	60.11	12.68	11.96	0.33	0.34	0.23	0.23	46.9	47.3	8.14	7.77	-2.1
LOCATION:													
Center City	$41.00	$40.82	$12.60	$11.98	0.30	0.30	0.21	0.22	52.1	52.9	$ 9.05	$ 8.83	-0.1
Suburban	32.38	32.80	8.51	8.23	0.34	0.35	0.23	0.23	46.0	47.0	5.35	5.40	1.2
Airport	29.97	30.85	9.09	8.75	0.32	0.33	0.21	0.22	43.9	45.0	5.27	5.34	-1.0
Highway	24.07	24.36	7.78	7.55	0.35	0.35	0.24	0.24	40.7	40.6	4.01	4.10	1.0
Resort	51.24	50.44	11.65	11.15	0.33	0.33	0.21	0.22	42.8	42.7	6.83	6.48	-0.3
SIZE:													
Under 150 Rooms	$39.21	$38.41	$ 8.23	$ 8.06	0.36	0.36	0.26	0.27	44.0	44.6	$ 4.69	$ 4.73	-0.5
150 - 299 Rooms	31.96	32.51	8.93	8.70	0.34	0.35	0.23	0.23	46.7	47.8	5.83	5.89	-1.1
300 - 600 Rooms	39.15	39.10	11.10	10.59	0.32	0.32	0.22	0.22	46.2	47.0	6.95	6.83	1.5
Over 600 Rooms	42.77	42.37	13.10	12.39	0.30	0.30	0.20	0.20	50.0	49.9	9.27	8.88	-0.7
TYPE:													
Hotel	$42.94	$42.89	$11.55	$11.04	0.31	0.32	0.21	0.22	48.7	49.2	$ 7.75	$ 7.58	-
Motor Hotel	24.07	24.19	7.66	7.37	0.35	0.35	0.23	0.23	42.0	42.2	4.46	4.42	-0.5
Economy	6.30	5.87	*	*	0.38	0.35	0.24	0.24	40.1	41.7	*	*	*
All Suites	42.52	43.77	12.14	11.95	0.34	0.35	0.25	0.26	44.5	46.5	7.80	7.97	3.4

* Insufficier Response
\- No Change

TWELVE MONTH ROOMS REPORT - AS OF OCTOBER 1987

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986
TOTAL	65.6	64.3	61.2	59.2	$ 66.97	$ 64.56	$ 45.22	$ 44.12	$ 15.03	$ 14.76	20.4	20.8
REGION 4:												
Northeast	75.5	73.9	45.8	42.8	$102.56	$ 97.10	$ 72.41	$ 69.90	$ 22.23	$ 21.27	21.1	21.3
North Central	61.2	61.3	42.9	42.9	53.28	50.87	39.56	37.74	11.63	11.53	19.7	20.5
South	63.2	61.6	77.0	74.8	61.23	59.69	38.13	37.74	13.37	13.35	19.5	20.0
West	67.9	66.6	53.5	51.6	64.54	62.30	45.38	44.20	14.37	14.03	22.2	22.4
REGION 9:												
New England	69.9	68.7	43.8	41.8	$ 81.58	$ 77.27	$ 57.75	$ 55.46	$ 17.68	$ 16.74	21.2	21.3
Middle Atlantic	77.0	75.2	46.1	42.9	107.72	101.94	74.80	72.27	23.26	22.28	21.1	21.3
South Atlantic	68.3	65.7	90.5	88.7	65.30	62.86	37.07	36.03	13.86	13.80	19.3	19.9
East North Central	63.0	63.0	39.9	39.0	55.50	52.07	42.58	40.01	12.02	11.81	19.3	20.4
East South Central	54.5	57.4	38.5	45.1	46.88	44.87	38.98	34.60	9.39	9.16	19.3	19.6
West North Central	58.1	58.5	48.3	49.5	49.29	48.76	34.57	34.11	11.01	11.10	20.4	20.8
West South Central	54.8	54.9	45.2	42.7	53.40	54.18	41.50	43.17	12.48	12.63	20.2	20.1
Mountain	58.9	60.0	46.7	46.6	48.49	47.24	36.21	35.67	12.54	12.57	24.0	24.5
Pacific	71.0	68.9	55.1	52.9	68.99	66.94	47.41	46.21	15.11	14.63	21.6	21.8
AFFILIATION:												
Chain	65.8	64.5	59.1	56.9	$ 64.93	$ 62.74	$ 44.53	$ 43.99	$ 14.30	$ 14.08	20.0	20.5
Independent	64.4	63.2	70.9	70.0	77.33	73.80	48.20	46.34	19.60	18.94	22.3	22.5
LOCATION:												
Center City	65.7	64.0	48.8	46.5	$ 83.34	$ 80.26	$ 59.11	$ 57.78	$ 18.41	$ 18.04	21.1	21.4
Suburban	62.1	61.7	50.7	49.5	56.13	54.63	38.08	37.26	11.79	11.72	19.9	20.4
Airport	68.4	67.0	34.7	32.8	56.34	54.99	43.90	43.66	11.91	11.77	20.5	20.8
Highway	63.7	63.6	77.4	73.5	42.47	41.57	25.95	26.05	9.46	9.17	20.4	20.5
Resort	68.9	66.1	102.8	102.8	79.77	75.62	42.10	39.92	15.91	15.64	19.1	19.7
SIZE:												
Under 150 Rooms	63.0	63.3	64.8	62.8	$ 46.15	$ 44.48	$ 30.77	$ 29.98	$ 12.48	$ 12.02	24.1	24.3
150 - 299 Rooms	62.8	61.6	56.0	54.0	56.58	55.21	37.60	37.15	12.45	12.28	20.7	20.9
300 - 600 Rooms	65.2	63.1	60.7	58.6	72.97	70.30	46.77	45.61	14.29	14.32	19.4	20.2
Over 600 Rooms	72.6	70.6	64.9	63.1	90.49	86.94	56.54	54.87	19.10	18.53	20.4	20.6
TYPE:												
Hotel	67.0	65.0	54.7	53.4	$ 80.01	$ 77.32	$ 53.35	$ 51.91	$ 16.84	$ 16.59	20.6	21.0
Motor Hotel	62.7	62.9	65.2	62.5	47.26	46.08	30.76	30.44	10.04	9.84	19.1	19.4
Economy	64.1	64.0	76.9	76.0	33.14	31.98	22.09	21.01	10.59	10.17	31.0	30.5
All Suites	69.3	65.0	116.9	113.6	77.35	73.75	37.99	37.00	16.31	16.22	19.4	20.3

TWELVE-MONTH VARIATION REPORT - AS OF OCTOBER 1987

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	6.1	7.2	2.9	4.0	-0.2	8.5	2.7	3.7	0.3	5.9	0.7	1.8	-0.9
REGION 4:													
Northeast	7.7	8.0	7.0	8.4	3.3	7.4	5.3	5.6	4.7	5.0	2.7	4.5	3.3
North Central	3.9	5.4	0.5	1.4	-2.1	5.9	3.2	4.7	-0.4	4.7	1.6	0.9	0.2
South	3.9	4.9	0.8	2.0	-2.4	7.9	1.6	2.6	-2.0	5.2	-1.1	0.1	-3.6
West	10.2	11.8	4.9	5.7	2.8	13.1	2.2	3.6	1.3	9.4	1.6	2.4	-0.1
REGION 9:													
New England	7.0	8.5	4.0	5.2	1.1	9.2	4.1	5.6	1.3	5.9	3.0	5.6	1.3
Middle Atlantic	7.9	7.9	8.0	9.5	4.1	7.1	5.6	5.7	5.7	4.9	2.7	4.4	3.8
South Atlantic	6.7	8.0	3.0	3.8	0.7	10.9	2.7	3.9	-0.9	7.1	-1.3	0.4	-2.5
East North Central	6.5	8.2	3.2	4.2	0.5	6.5	4.9	6.6	1.0	4.2	2.9	1.8	3.1
East South Central	-2.3	-2.9	-0.3	2.1	-7.1	-4.9	5.1	4.5	6.6	1.5	-2.1	2.5	-11.6
West North Central	-1.0	0.3	-4.2	-3.3	-6.9	4.5	-0.2	1.1	-2.9	4.9	-0.6	-0.8	-4.5
West South Central	-2.7	-1.8	-4.8	-2.6	-10.3	-3.1	-2.4	-1.4	-5.7	-4.0	-1.2	-1.2	-6.8
Mountain	4.5	1.9	3.7	4.8	0.7	24.8	5.2	2.6	2.8	22.0	1.3	-0.2	-0.5
Pacific	11.6	14.0	5.2	5.8	3.3	7.5	0.9	3.1	0.8	3.7	1.7	3.3	0.1
AFFILIATION:													
Chain	6.0	7.0	2.5	3.8	-1.0	8.4	2.4	3.5	-0.1	5.7	0.5	1.6	-1.2
Independent	6.9	8.1	4.0	4.6	2.5	8.7	3.6	4.8	1.5	7.0	1.8	3.5	0.8
LOCATION:													
Center City	5.6	6.3	3.4	4.5	0.3	6.3	3.1	3.8	0.8	3.8	1.7	2.1	-0.5
Suburban	5.3	7.2	-	2.0	-5.0	8.5	0.9	2.7	-1.3	6.5	-0.2	0.6	-2.1
Airport	6.3	8.4	0.2	2.1	-4.8	8.6	0.5	2.5	-2.5	6.8	-4.2	1.2	-4.4
Highway	2.1	2.9	-0.6	1.9	-7.1	0.6	1.3	2.2	-1.3	0.2	1.3	3.2	-1.1
Resort	9.6	11.1	5.9	5.7	6.4	12.8	4.1	5.5	1.2	7.7	0.5	1.7	0.2
SIZE:													
Under 150 Rooms	4.6	5.1	1.0	1.8	-1.1	7.8	3.2	3.8	2.3	7.6	-2.6	3.8	1.3
150 - 299 Rooms	4.3	6.1	0.4	1.6	-2.7	1.7	0.7	2.5	-1.2	0.1	-1.0	1.4	-2.7
300 - 600 Rooms	7.2	8.5	3.8	5.0	0.2	11.1	2.5	3.8	0.3	7.7	0.4	-0.2	-2.1
Over 600 Rooms	7.1	7.9	4.3	5.2	1.7	10.3	3.3	4.1	0.7	6.7	2.1	3.1	0.9
TYPE:													
Hotel	6.5	7.5	3.3	4.3	0.7	10.0	2.4	3.5	0.3	6.8	0.6	1.5	-1.1
Motor Hotel	2.7	3.6	0.4	2.2	-4.4	-1.3	1.6	2.6	-0.3	-1.6	0.9	2.0	-
Economy	6.9	6.6	7.4	8.5	7.4	10.8	3.9	3.6	4.8	7.7	4.3	4.1	-3.3
All Suites	15.1	18.3	3.9	5.4	0.7	13.6	2.1	4.9	-3.1	4.8	-4.1	0.6	-5.9

TWELVE MONTH TREND REPORT - AS OF OCTOBER 1987

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	6.1	7.2	2.9	8.5	65.6	2.0	61.2	3.4	$ 66.97	3.7	$102.00	2.7
REGION 4:												
Northeast	7.7	8.0	7.0	7.4	75.5	2.2	45.8	7.0	$102.56	5.6	$151.06	5.3
North Central	3.9	5.4	0.5	5.9	61.2	-0.2	42.9	-	53.28	4.7	85.36	3.2
South	3.9	4.9	0.8	7.9	63.2	2.6	77.0	2.9	61.23	2.6	94.47	1.6
West	10.2	11.8	4.9	13.1	67.9	2.0	53.5	3.7	64.54	3.6	96.69	2.2
REGION 9:												
New England	7.0	8.5	4.0	9.2	69.9	1.7	43.8	4.8	$ 81.58	5.6	$135.88	4.1
Middle Atlantic	7.9	7.9	8.0	7.1	77.0	2.4	46.1	7.5	107.72	5.7	154.79	5.6
South Atlantic	6.7	8.0	3.0	10.9	68.3	4.0	90.5	2.0	65.30	3.9	102.08	2.7
East North Central	6.5	8.2	3.2	6.5	63.0	-	39.9	2.3	55.50	6.6	88.41	4.9
East South Central	-2.3	-2.9	-0.3	-4.9	54.5	-5.1	38.5	-14.6	46.88	4.5	65.10	5.1
West North Central	-1.0	0.3	-4.2	4.5	58.1	-0.7	48.3	-2.4	49.29	1.1	79.86	-0.2
West South Central	-2.7	-1.8	-4.8	-3.1	54.8	-0.2	45.2	5.9	53.40	-1.4	80.00	-2.4
Mountain	4.5	1.9	3.7	24.8	58.9	-1.8	46.7	0.2	48.49	2.6	79.33	5.2
Pacific	11.6	14.0	5.2	7.5	71.0	3.0	55.1	4.2	68.99	3.1	101.51	0.9
AFFILIATION:												
Chain	6.0	7.0	2.5	8.4	65.8	2.0	59.1	3.9	$ 64.93	3.5	$ 96.65	2.4
Independent	6.9	8.1	4.0	8.7	64.4	1.9	70.9	1.3	77.33	4.8	129.23	3.6
LOCATION:												
Center City	5.6	6.3	3.4	6.3	65.7	2.7	48.8	4.9	$ 83.34	3.8	$127.41	3.1
Suburban	5.3	7.2	-	8.5	62.1	0.6	50.7	2.4	56.13	2.7	81.08	0.9
Airport	6.3	8.4	0.2	8.6	68.4	2.1	34.7	5.8	56.34	2.5	84.71	0.5
Highway	2.1	2.9	-0.6	0.6	63.7	0.2	77.4	5.3	42.47	2.2	56.52	1.3
Resort	9.6	11.1	5.9	12.8	68.9	4.2	102.8	-	79.77	5.5	134.28	4.1
SIZE:												
Under 150 Rooms	4.6	5.1	1.0	7.8	63.0	-0.5	64.8	3.2	$ 46.15	3.8	$ 59.16	3.2
150 - 299 Rooms	4.3	6.1	0.4	1.7	62.8	1.9	56.0	3.7	56.58	2.5	84.84	0.7
300 - 600 Rooms	7.2	8.5	3.8	11.1	65.2	3.3	60.7	3.6	72.97	3.8	117.39	2.5
Over 600 Rooms	7.1	7.9	4.3	10.3	72.6	2.8	64.9	2.9	90.49	4.1	141.52	3.3
TYPE:												
Hotel	6.5	7.5	3.3	10.0	67.0	3.1	54.7	2.4	$ 80.01	3.5	$128.90	2.4
Motor Hotel	2.7	3.6	0.4	-1.3	62.7	-0.3	65.2	4.3	47.26	2.6	64.45	1.6
Economy	6.9	6.6	7.4	10.8	64.1	0.2	76.9	1.2	33.14	3.6	34.24	3.9
All Suites	15.1	18.3	3.9	13.6	69.3	6.6	116.9	2.9	77.35	4.9	103.45	2.1

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF OCTOBER 1986

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	1987	1986	% CHG
TOTAL	$38.85	$38.74	$10.82	$10.36	0.32	0.32	0.22	0.22	47.1	47.7	$ 7.08	$ 6.94	-0.1
REGION 4:													
Northeast	$44.35	$42.36	$14.35	$13.45	0.29	0.29	0.20	0.20	51.3	52.0	$ 10.32	$ 9.91	1.7
North Central	36.43	36.57	8.64	8.42	0.33	0.33	0.23	0.23	44.7	44.4	5.27	5.19	-1.1
South	35.86	36.58	10.35	9.98	0.33	0.33	0.22	0.22	45.3	46.3	6.61	6.61	-0.9
West	42.55	42.00	10.68	10.25	0.33	0.33	0.22	0.22	48.5	49.0	6.65	6.48	0.6
REGION 9:													
New England	$55.49	$54.79	$12.45	$12.00	0.32	0.33	0.23	0.23	46.4	46.3	$ 7.99	$ 7.84	2.9
Middle Atlantic	41.77	39.51	15.03	13.96	0.28	0.28	0.20	0.19	52.7	53.8	11.12	10.62	1.3
South Atlantic	37.97	38.32	10.89	10.36	0.33	0.33	0.22	0.23	44.5	45.4	6.82	6.55	-0.9
East North Central	36.71	36.35	8.51	8.22	0.33	0.34	0.23	0.24	45.0	44.2	5.34	5.16	0.6
East South Central	17.85	16.75	7.14	6.70	0.36	0.36	0.25	0.25	44.8	53.6	4.33	5.21	-1.9
West North Central	35.90	36.98	8.86	8.76	0.32	0.32	0.21	0.21	44.2	44.8	5.16	5.24	-3.9
West South Central	32.42	34.39	9.34	9.36	0.32	0.33	0.21	0.22	47.7	48.4	6.28	6.62	-0.6
Mountain	37.23	36.22	8.65	8.40	0.38	0.38	0.21	0.22	46.8	48.2	5.28	5.36	-4.2
Pacific	43.95	43.58	11.09	10.65	0.32	0.32	0.22	0.22	49.1	49.3	7.13	6.87	1.6
AFFILIATION:													
Chain	$34.82	$34.84	$10.37	$ 9.97	0.32	0.32	0.21	0.22	47.3	47.9	$ 6.86	$ 6.77	0.3
Independent	61.29	60.39	12.65	11.92	0.34	0.34	0.23	0.23	46.6	47.1	8.06	7.70	-1.9
LOCATION:													
Center City	$41.79	$41.45	$12.54	$11.94	0.30	0.30	0.21	0.22	51.4	52.1	$ 8.96	$ 8.73	-
Suburban	33.29	33.73	8.60	8.34	0.34	0.35	0.23	0.23	45.4	46.2	5.35	5.40	0.2
Airport	31.15	31.96	9.28	8.93	0.32	0.33	0.21	0.21	43.7	44.8	5.40	5.47	-1.3
Highway	24.89	25.21	7.90	7.70	0.35	0.35	0.24	0.24	40.7	40.7	4.13	4.21	0.1
Resort	51.45	50.84	11.67	11.14	0.34	0.34	0.21	0.22	43.1	43.3	6.82	6.49	0.2
SIZE:													
Under 150 Rooms	$39.98	$39.07	$ 8.32	$ 8.09	0.36	0.36	0.26	0.27	43.8	44.4	$ 4.76	$ 4.76	-1.1
150 - 299 Rooms	32.46	32.85	8.96	8.72	0.34	0.35	0.23	0.24	46.6	47.5	5.88	5.87	-1.4
300 - 600 Rooms	40.10	39.99	11.14	10.65	0.32	0.32	0.22	0.22	45.8	46.7	6.94	6.85	1.3
Over 600 Rooms	43.42	43.12	13.06	12.38	0.30	0.30	0.19	0.19	49.3	49.5	9.15	8.79	-0.4
TYPE:													
Hotel	$43.74	$43.63	$11.56	$11.05	0.32	0.32	0.21	0.22	48.2	48.8	$ 7.70	$ 7.53	-
Motor Hotel	24.64	24.71	7.76	7.47	0.35	0.35	0.23	0.23	42.0	42.4	4.53	4.51	-1.1
Economy	7.01	6.69	*	*	*	*	*	*	*	*	*	*	*
All Suites	43.48	44.87	11.89	11.69	0.34	0.35	0.25	0.26	45.1	46.9	7.78	7.92	3.0

* Insufficient Response
\- No Change

3/29/88 B5050-4

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NATIONAL TREND OF BUSINESS

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NOVEMBER 1987 COMPARED WITH NOVEMBER 1986

OCCUPANCY RATE BEGINS TO DECLINE

During the month of November the occupancy rate took a downswing to 61.0 percent, a 0.7 decrease compared to last November's figure, on a seasonally adjusted basis. The South was the only region showing an increase, 1.0 percent, to reach 59.3 percent. The Northeast and North Central regions both had declines of 3.2 percent, falling to 77.8 and 53.6 percent, respectively. The year-to-date occupancy rate of 67.2 percent is up 1.8 percent over the same eleven months of last year.

The average daily room rate for the month of November is still on the rise. A 3.5 percent increase over November of 1986 was attained to reach a rate of $69.43. All of the regions reflected this upward trend, with the greatest increase of 6.1 percent in the Northeast region reaching a rate of $115.99. The only property type not continuing this trend is All-Suites, which decreased 1.5 percent to a rate of $73.17.

Total sales year-to-date increased 2.8 percent to obtain a level of $102.84. All of the regions enjoyed this increase, with the Northeast rising the most to $152.90; a 5.3 percent change.

The year-to-date F&B sales remained unchanged compared to last November, with sales of $38.54.

There were some slight fluctuations in F&B sales among the different regions from last November. The South displayed the most extensive decrease of .96 cents, with sales now at $35.68. The Northeast demonstrated the largest increase with sales of $43.52, a change of $2.05.

	Projections	Actual Last Year
FEBRUARY 1988	65-67%	67.2%
MARCH 1988	73-75%	75.3%
APRIL 1988	68-70%	70.0%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	64.7%	1.2%
AFFILIATION:		
Chain	66.0	2.1
Independent	64.7	-1.8
CENSUS REGION:		
Northeast	76.2	2.5
North Central	59.0	-5.0
South	64.4	2.0
West	68.3	3.6
CENSUS DIVISION:		
New England	72.5	1.4
Middle Atlantic	75.9	0.6
South Atlantic	68.4	-0.5
East North Central	59.8	-3.8
East South Central	58.9	-6.2
West North Central	56.7	-5.3
West South Central	59.2	3.8
Mountain	66.8	16.5
Pacific	68.5	-0.4
LOCATION:		
Center City	67.5	3.5
Suburban	62.1	0.2
Airport	65.4	-1.5
Highway	61.4	-2.3
Resort	69.4	6.4
SIZE:		
Under 150 rooms	60.2	-2.7
150 to 299 rooms	62.0	0.4
300 to 600 rooms	66.1	1.8
Over 600 rooms	71.0	3.4
TYPE:		
Hotel	68.1	3.8
Motor Hotel	59.3	-3.8
Economy	62.5	0.0

* FROM PREVIOUS MONTH

Mark Lomanno, Director
Nina Savitz, Consultant
Research and Development